

Measure 6: Transportation Demand Management Program

Goals and Objectives

The Transportation Demand Management (TDM) program was designed to retain and increase users of alternative modes of transportation (transit, walking, bicycling, rideshare) during the Downtown Seattle Transit Tunnel closure period. Programs are targeted towards commuters working within the Seattle Central Business District (CDB) and the International District*. A three-pronged approach was undertaken to achieve this goal:

- Enhancement of programs and products to retain existing users
- Broadening the scope of programs and products to attract new users (individuals and small employers)
- Creating a supportive operating environment necessary to promote alternative modes of transportation

** Commuters must work within the following downtown boundary to participate: south of Stewart Street, north of Dearborn Street, west of I-5, and east of Elliot Bay.*

Primary activities that occurred in the second reporting period include: targeted outreach at major commercial buildings and employers, including transportation fairs and desk drops, continued distribution of Plan Your Commute bookmarks with every downtown FlexPass delivery, implementation of a pre-tax bus purchase campaign, and continuation of the “Try Transit” promotion at the Watermark, Waterfront, and Macy’s parking garages in partnership with Republic Parking.

Data Collection

Each TDM program is being monitored and tracked to determine its attractiveness and effectiveness. The data is being collected on a month-to-month basis.

Summary

The package of TDM programs introduced in support of tunnel closure has successfully expanded participation in commute options. Some highlights include:

- Over 500 Puget Pass holders have signed up for the Home Free Guarantee (HFG) for Individuals program.
- Registration activity at Rideshare Online has increased with more than 930 registrations by downtown employees since the Downtown Seattle Transit Tunnel closure.
- The number of merchants participating in the second edition of the Shop, Dine & Ride book increased to 120.
- 54 bike riders have completed the full three-hour bicycle commute skills workshop offered by the Cascade Bicycle Club in the second reporting period.

Table 13. Second Reporting Period Data (December 2005- May 2006)

| Existing Programs with Enhancements | # of New Participants (Dec 2005- May 2006) | Total (August 2005 – May 2006) |
|---|---|---|
| Puget Pass Consignment | | |
| # of Accounts | 2 | 65 |
| # of Passes | 55 | 4,389 |
| FlexPass* | | |
| # of Contracts | 29^ | 186^^ |
| # of Passes | 883^ | 10,259^^ |
| Rideshare (Carpool, Vanpool, VanShare) | | |
| # of Accounts** | 2 | 14 |
| # of Users*** (riders) | 21 | 71 |
| Rideshare Online | | |
| # of Registrants | 430 | 931 |
| Flexcar | | |
| # of contracts**** | 449 | 682 |
| New Programs to Increase and Retain Users of Alternative Travel Modes | # of New Participants (Dec 2005- May 2006) | Total (August 2005 – May 2006) |
| Home Free Guarantee (HFG) for Individuals | | |
| # of Accounts | 194 | 511 |
| # of Rides (usage) | 11 | 13 |
| Plan Your Commute | | |
| # of Participants | 155 | 1,373 |
| Telecommuting | | |
| # of Workshops | 0 | 0 |
| % of companies that allow telework | 22% | 22% |
| New Programs to Support the Operating Environment of Alternative Modes | # of New Participants (Dec 2005- May 2006) | Total (August 2005 – May 2006) |
| Bicycling | | |
| # of 3-hour Workshop Participants | 54 | 77 |
| Shop Dine & Ride | | |
| # of Retail Participants | 32 | 120 |

^ - 2006 numbers (through June 2006)

^^ - Total beginning with 2001 data

* - FlexPass and FlexPass + CT added together

** - Rideshare totals (accounts and users) from STAR Carpools, Metro Vanpools, Community Transit Vanpools, other Vanpools, and Metro VanShare. Carpools does not include City of Seattle registrations.

*** - Estimates based on 7 riders per Community Transit vanpool

**** - Both Flexcar business contracts and individual members added together

Program Notes

Puget Pass Consignment

There were two new Puget Pass consignment accounts created in the past six months. Home Free Guarantee (HFG) for consignment usage has been within the normal range based on historic trends, with fourteen rides taken during the same period.

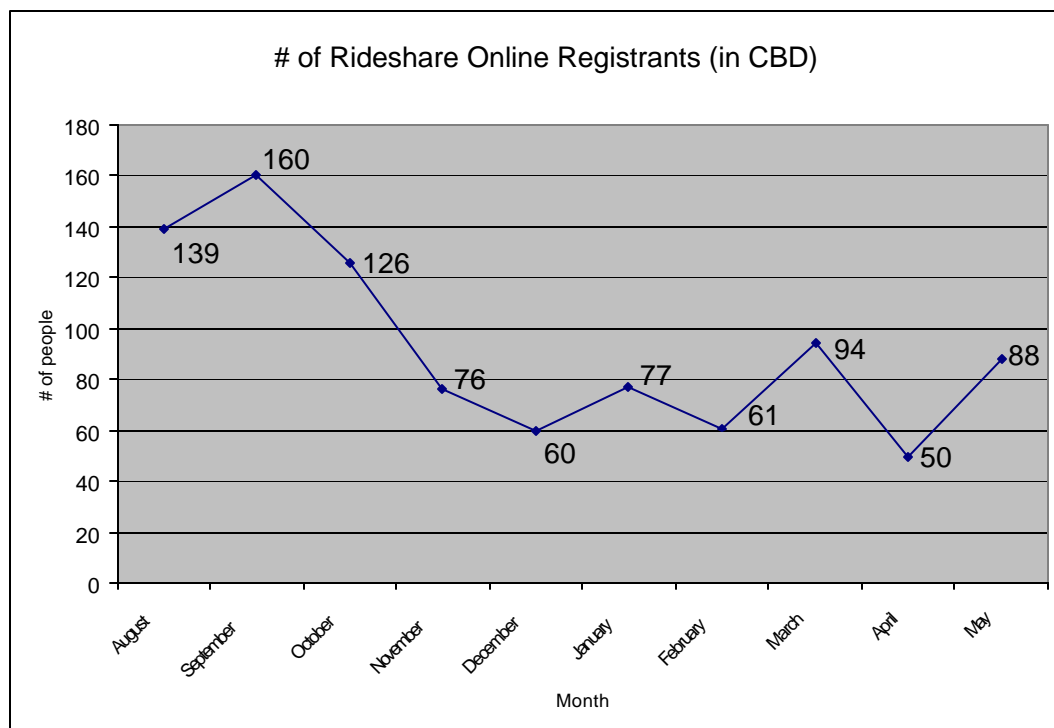
FlexPass

The number of Area FlexPass agreements that include the Community Transit (CT) option continue to increase. Currently there are a total of 36 contracts that contain the CT option, representing 19% of all downtown Area FlexPass agreements. These contracts account for 3,230 passes, or 31% of the total downtown Area FlexPasses.

Rideshare

Two new vanpools have been established since January 2006 (one Metro Transit and one Kitsap Transit). Rideshare Online has seen a significant increase in online registration since tunnel closure, with 430 new registrants in the past six months. (Chart shows all program numbers since the tunnel closure)

Figure 9. Number of Rideshare Online Registrants (in CBD)



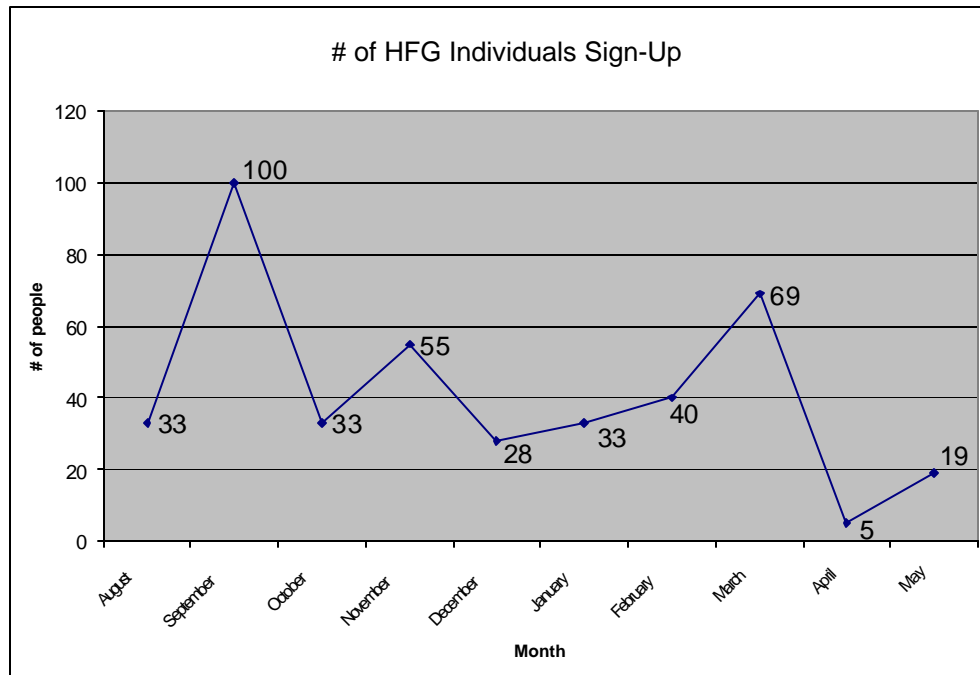
Flexcar

In the past six months, 24 new businesses and 425 individuals have joined Flexcar.

Home Free Guarantee (HFG) for Individuals

Monthly Puget Pass holders who work in downtown are eligible for Metro's HFG program at no cost. An additional 194 downtown Seattle commuters have signed up for the benefit in the past six months. Only 11 rides have been taken in that same period. (Chart shows all program numbers since the tunnel closure)

Figure 10. Number of HFG Individuals Sign-Up



Plan Your Commute (PYC)

The Plan Your Commute sessions are offered every Wednesday at the Transportation Connection, as well as at targeted transportation fairs and other events. Since December, 155 participants have learned about commute options from personal rider information officers at mobile Plan Your Commute stations since December 2005. Over 21,960 King County Metro free ride tickets have been distributed, with a redemption rate of 43%.

Bicycling

There have been a total of 54 bike commuters who work downtown that have completed the three-hour bicycle commute skills workshop in the second monitoring period. An additional 235 commuters have attended a one-hour bicycle commute information session. 21 individuals have been helped with customized bike route planning assistance. A total of over 300 individuals have been reached with information regarding bicycle commuting since the tunnel closure.

Shopper Incentives

One hundred twenty retail service providers participated in the second phase of the Shop, Dine and Ride program which encourages commuters and shoppers to continue to visit downtown Seattle throughout the tunnel closure period.

Parking

“Try Transit,” a program to encourage monthly parking garage customers to add transit to their commute options has been established at three garages managed by Republic Parking. Commute trip itineraries, free ride tickets, and other incentives have been offered to help single occupancy vehicle users to try taking the bus a few times per month. There were 15 new participants in the “Try Transit” parking program in this reporting period. A total of 31 commuters have been involved in the program since the tunnel closure.